

MARKETING IN HOSPITALITY AND TOURISM

Marketing in Hospitality and Tourism is a specialized marketing course that develops student understanding of marketing in the hospitality, travel, and tourism industry. Students gain knowledge and skills in marketing-information management, pricing, product/service management, promotion, and selling in the hospitality, travel, and tourism industry.

- DOE Code: 5982
- Recommended Grade Level: Grade 11-12
- Recommended Prerequisites: Principles of Marketing
- Credits: 1 credit per semester, maximum of 2 credits
Counts as a Directed Elective or Elective for the General, Core 40, Core 40 with Academic Honors and Core 40 with Technical Honors diplomas

Application of Content

Intensive laboratory applications are a component of this course and may be either school based or work based or a combination of the two. Work-based learning experiences should be in a closely related industry setting. Instructors shall have a standards-based training plan for students participating in work-based learning experiences.

Career and Technical Student Organizations (CTSOs)

Career and Technical Student Organizations are considered a powerful instructional tool when integrated into Career and Technical Education programs. They enhance the knowledge and skills students learn in a course by allowing a student to participate in a unique program of career and leadership development. Students should be encouraged to participate in Business Professional of America, DECA, or Future Business Leaders of America, the CTSOs for this area.

Content Standards

Domain – Hospitality, Travel, and Tourism Industry

Core Standard 1 Students analyze the hospitality, travel, and tourism industry in order to have a broad understanding of its products and services.

Standards

- MHT-1.1 Evaluate the products of the hospitality, travel, and tourism industry, such as Airlines, Hotels, Car Rental, Cruise ships, and Restaurants and how they are marketed
- MHT-1.2 Assess the role of tourism organizations
- MHT-1.3 Identify the physical geography of major hospitality and travel areas around the world
- MHT-1.4 Investigate the legal, health, and financial concerns for international travel

Domain – Marketing Process & Strategies

Core Standard 2 Students connect elements of marketing principles and strategies to make decisions on the marketing of the hospitality, travel, and tourism industry.

Standards

- MHT-2.1 Examine the information systems used in the hospitality, travel, and tourism industry
- MHT-2.2 Assess marketing research to make decisions about the marketing of hospitality, travel,

- and tourism products
- MHT-2.3 Investigate consumer and organizational buying behavior
 - MHT-2.4 Differentiate the types of hospitality, travel, and tourism marketing
 - MHT-2.5 Investigate the importance of selling skills in the hospitality, travel, and tourism industry
 - MHT-2.6 Design a strategic marketing plan for the hospitality, travel, and tourism industry
 - MHT-2.7 Categorize the characteristics of quality customer service and its effect on marketing
 - MHT-2.8 Recognize the importance of the internet and its effect on hospitality, travel, and tourism industry

Domain – Marketing Mix

Core Standard 3 Students evaluate the components of the marketing mix to understand the marketing of the hospitality, travel, and tourism industry.

Standards

- MHT-3.1 Examine the products of the hospitality and tourism industry
- MHT-3.2 Design promotions used to market the hospitality and tourism industry
- MHT-3.3 Compare the pricing of hospitality and tourism products to each other and to other industries
- MHT-3.4 Evaluate methods of product distribution